

WHAT IS CLAIMED IS:

1. A method of multicasting program content, said method comprising:
  2. providing encrypted program content for distribution to a client as part of a multicast distribution;
  4. providing a key for use by said client in decrypting a first portion of said encrypted program content; and
  6. distributing a first portion of said encrypted program content to said client as part of said multicast distribution, wherein said first portion of said encrypted program content is encrypted so as to be decrypted by said client using said key so as to obtain a free preview of said program content.
2. The method as described in claim 1 wherein said providing a key comprises providing a content key for use by said client in decrypting said first portion of said encrypted program content.
3. The method as described in claim 1 and further comprising:
  1. providing a free preview key; and
  2. providing said free preview key to said client prior to said distributing said first portion of said encrypted program content.
4. The method as described in claim 3 and further comprising:
  1. providing a content key;
  2. encrypting said content key with said free preview key; and
  3. providing said encrypted content key to said client.
5. The method as described in claim 1 and further comprising:
  1. offering to said client said free preview of said program content.
6. The method as described in claim 5 and further comprising:

2 providing a user interface for use by said client in purchasing said  
3 program content.

1                           8.        The method as described in claim 1 wherein said free preview  
2   comprises an advertisement for said program content.

10. A method of multicasting program content, said method comprising:

providing program content for distribution to a client as part of a multicast distribution;

distributing a first portion of said program content to said client in an unencrypted format so as to provide a free preview of said program content;

encrypting a remaining portion of said program content;

distributing said encrypted remaining portion of said program content

11. The method as described in claim 10 and further comprising:

2 providing a key; and

3 utilizing said key to accomplish said encrypting said remaining portion  
4 of said program content.

12. The method as described in claim 11 and further comprising:

2 allowing said client to purchase said program content;

3 providing said client with a key operable to decrypt said encrypted  
4 program content after said client purchases said program content.

3 providing a server for communication with a plurality of client  
4 computers;

7 providing a free preview of said program content to said plurality of  
8 client computers; and

14. The method of claim 13 and further comprising:

providing said free preview for a period of time sufficient to allow a predetermined number of said purchasing client computers to receive said keys operable for decrypting said encrypted portion of said program content.

15. A computer-readable medium having computer-executable instructions for performing a method comprising:

3 providing encrypted program content for distribution to a client as part  
4 of a multicast distribution;

5 providing a key for use by said client in decrypting a first portion of  
6 said encrypted program content; and

7 distributing a first portion of said encrypted program content to said  
8 client as part of said multicast distribution, wherein said first portion of said encrypted  
9 program content is encrypted so as to be decrypted by said client using said key so as to  
10 obtain a free preview of said program content.

3 providing a free preview key; and

4 providing said free preview key to said client prior to said distributing  
5 said first portion of said encrypted program content.

18. The computer readable medium as described in claim 15 and further  
comprising:

providing a content key;

encrypting said content key with said free preview key; and

providing said encrypted content key to said client.

19. A computer-readable medium having computer-executable instructions for performing a method comprising:

3 providing program content for distribution to a client as part of a  
4 multicast distribution;

5 distributing a first portion of said program content to said client in an  
6 unencrypted format so as to provide a free preview of said program content;

7 encrypting a remaining portion of said program content;

3 providing a server for communication with a plurality of client  
4 computers;

7 providing a free preview of said program content to said plurality of  
8 client computers; and

12